

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Black et al.

Serial No.: 09/738,471

Filed: December 15, 2000

Title: Targeted E-commerce System

Group Art Unit: 3627

Examiner: Vanel Frenel

Mail Stop: RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE

Sir:

This is in response to the non-final Office Action dated October 18, 2007, and in which:

Remarks being on page 2.